Content Creators’ Psychological Capital, Satisfaction, and Deep Usage of Social Media

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Content Creators’ Psychological Capital, Satisfaction, and Deep Usage of Social Media

Short Paper

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Abstract

This study focuses on the deep usage of social media. Though the post-adoptive use is studied from many theoretical lenses, there is a little consensus on how social media users get satisfied. To gain more insights on user satisfaction, this study draws on the concept of Psychological Capital (PsyCap). In doing so, the social media user group is conceived as a confluence of content creators and viewers. The paper contends that content creators’ level of PsyCap will positively affect their satisfaction, which, in turn, will increase their deep usage of social media. It also argues that PsyCap can be enhanced by the network capital developed through the support from viewers. As part of the preliminary study, the data extracted from five interviews and 13 survey responses showed an initial indication in favor of the research hypotheses. The research method for the final study is described, and the implications are highlighted.

Keywords: Psychological capital, satisfaction, deep usage of social media, content creator, content viewer
Introduction

The increasing usage of social media has obtained immense attention from researchers and practitioners. At present, more than one billion people use YouTube, and every minute 300 hours of videos get uploaded (YouTube 2017). To marketers, these platforms are appropriate instruments for expanding their potential consumer base. The success of such approach lies in the success of the very online platform itself. And, the success of information systems (IS) is contingent on its post-adoptive usage (Bhattacherjee 2001; Hsieh and Wang 2007). As users may either reduce the use of one social media platform or switch to other (Hsu et al. 2015), post-adoptive stage certainly has impact on the social media technology providers and other businesses, making studying the driving factors of post-adoptive use of social media important.

Substantial efforts have been put to investigate the antecedents of post-adoptive use of social media. Two streams of research are identified: (a) one focusing on social media continuance, which has been studied from several theoretical lenses including Technology Acceptance Model (TAM) and its extensions, social influence, self-efficacy, post-acceptance model (PAM), and many more, (b) other concerning habit formation in social media use (Ortiz de Guinea et al. 2009). While studies on IS continuance and habit have significance in IS literature, they may not provide deeper understanding of post-adoptive phenomenon (Bagayogo et al. 2014). To develop further insight, some studies examine the intricacies of IS use in terms of deep usage, emergent use, extended use, and enhanced use by focusing on the use of the technology’s features for performing tasks (Bagayogo et al. 2014; Hsieh and Wang 2007; Jasperson et al. 2005). However, it appears that limited attention is given to such expanded conceptualization of social media usage. We believe that it is more important to understand the deep usage rather than continuance intention or habit formation of certain social media users (e.g., content creators), as these users are most likely to continue using social media but may not engage in deep usage. Our study thus takes interest in studying deep usage of social media, thereby responding to the call to understand the intricacies of IS use.

Deep usage is defined as the extent of use of different functionalities of IS (Schwarz 2003). According to Burton-Jones and Straub (2006), it represents the extent of use of features in the IS to carry out the task. Earlier, a related concept of extended use was introduced by Saga and Zmud (1994). Hsieh and Wang (2007) conceptualized extended use as the act of using more features of an IS to support an individual’s existing tasks and a more comprehensive set of tasks, and developed its measure based on deep usage. The notion of deep usage thus is expanded in several ways. As most concepts stem from the phenomenon of using various features in an IS which is inherent in the concept of deep usage, this study employs the term, deep usage. Initially, individuals use limited functionalities of an IS and engage in shallow usage (Hsieh and Wang 2007). As they gain experience, they may use additional features and functionalities to support their work (Hsieh and Wang 2007; Saga and Zmud 1994). This is quite applicable in the context of social media post-adoption. Individuals may employ additional social media features to support and improve their tasks. This study hence underscores the factors driving the deep usage of social media.

Having better explanatory power, PAM (Bhattacherjee 2001) has been frequently used and extended in social media post-adoption research (e.g., Barnes and Böhringer 2011; Hsu et al. 2013; Sun et al. 2013; Turel 2015). It is also used in the context of extended use (Hsieh and Wang 2007), a concept related to deep usage. Along with perceived usefulness, PAM introduces two new constructs satisfaction (proximal) and confirmation (distal). Interestingly, while extending PAM, “confirmation—satisfaction” relationship was found to be significant at some cases and insignificant with the presence of certain mediators. This ambiguity leads to an important question: how do social media users get satisfied? As confirmation and satisfaction imply users’ “psychological motives” (Kang et al. 2009, p. 111), it is plausible that certain other psychological resources become tempered, while users assess the expected benefits out of the systems usage. Accordingly, the current study draws on the concept of Psychological Capital (PsyCap) from the literature of positive psychology to study its impact on the level of satisfaction of social media users. PsyCap is defined as “...an individual’s positive psychological state of development” (Luthans et al. 2007b, p. 3) and composed of four measurable and developmental positively oriented psychological capacities—hope, self-efficacy, optimism, and resilience. PsyCap has typically been used at workplace when the employees are confronted with challenging tasks and competitive environment (Luthans et al. 2007a; Youssef and Luthans 2007). We believe that drawing benefits from the use of social media is also challenging. For example, YouTube users who wish to get lots of subscriptions often struggle to attract a larger audience and retain them, primarily due to the presence of a healthy competition among many channels dealing with similar contents. The challenge lies in understanding the audience demand, effectively utilizing social media...
features, and promoting the outputs. Social media users differ in their purpose and if their goal is challenging, PsyCap seems to be appropriate for analyzing the key drivers of their satisfaction and deep usage of social media.

Social media platforms encourage users to create and share contents based on their thoughts, skills, and talents (Kaplan and Haenlein 2010). The creation activities are often observed in blogs and content communities. Our study focuses on those users who perform such activities over social media. The study thus conceptualizes the group of social media users as a confluence of content creators and content viewers. Unlike most research, we go beyond the unitary view of social media users. We define ‘content creators’ as users who create their own contents to publish in social media. Users who view the existing contents and share their opinions using social media features such as ‘like’ and ‘comment’ are ‘content viewers’ or simply ‘viewers.’ We further perceive content creators as the subset of the viewers, which is shown in Figure 1. Assuming the aforesaid conceptualization of social media users and building on the concept of PsyCap, this study aims to explain why the content creators engage in deep usage of social media. Our focus is on content creators because a recent article published in Recode says that the success of a social media platform is now defined by the creators: “The creator is king, and we will go where the creator communicates” (Hyrkin 2017). David Powell, Director of Online Partnerships and Development, YouTube, APAC said, “...the meteoric rise of content creators across the country is at the heart of YouTube’s popularity...” (Chaturvedi 2017). Apparently, it is important to study the content creators’ deep usage of social media.

![Figure 1. The Positioning of Content Creators and Viewers](image.png)

PsyCap exhibits the characteristics of state-like constructs that are dynamic in nature and subject to alteration (Luthans et al. 2007a). As PsyCap can be enhanced and if increased PsyCap can lead to the deep usage of social media, it will be interesting and worthwhile to study how users’ level of PsyCap can be further developed. Research suggests that PsyCap components—hope, self-efficacy, optimism, and resilience—can be developed and enhanced through networking, building relationships, receiving recognition, and assimilating feedback from other users (Luthans et al. 2007b). These benefits and support that users receive from network members are important aspects of their network capital. Network capital, as argued by Wellman and Frank (2001), is a form of social capital that is accrued through social network and provides social support to network members. This social support, as we have stated before, plays major role to develop PsyCap; hence we consider network capital represented by network support and advantages to affect the level of PsyCap. Such conceptualization of network capital as the antecedent of PsyCap responds to the call by Burns et al. (2017). We also posit that PsyCap, once enhanced, will motivate the content creators in achieving their goals by increasing their satisfaction with social media usage. In essence, the key research questions (RQs) that this study aims to address are: (RQ1) how does PsyCap affect the content creators’ satisfaction with social media that in turn affects their deep usage? And, (RQ2) how can PsyCap of the content creators be developed from their network capital?

To address our research questions, we take YouTube platform as it primarily belongs to content communities (Kaplan and Haenlein 2010), yet it allows social networking (Boyd et al. 2007). YouTube therefore serves the purpose of the study in two ways. First, it offers a platform for both content creators and viewers. Second, YouTube features such as ‘views,’ ‘like,’ ‘subscribe,’ ‘comments’ help users create network capital. As part of the preliminary study, we have conducted five interviews and received 13 survey responses. The data give an initial indication in favor of our hypotheses.

The study makes significant contribution in two key ways. First, it provides insights on the role of PsyCap in explaining social media users’ deep usage. Instead of typical usage, we use a rich measure (Burton-Jones and Straub 2006), deep usage, in the context of social media. Moreover, the paper extends the social media literature and positive psychology literature, by conceiving the network capital as the antecedent of PsyCap. Second, the study helps the social media service providers in positioning their platform as beneficial to
users, especially to the content creator community. It also brings their attention to the need for designing effective and more interactive platforms in order to increase user satisfaction.

**Theoretical Background and Hypotheses**

**Psychological Capital**

PsyCap is conceptualized by Luthans et al. (2007b) as a second-order core construct that is characterized by four distinct, yet related positive psychological resources: hope, self-efficacy, optimism, and resilience. The conceptualization and measurement of PsyCap are developed based on the theoretical foundation and research on each of these four psychological capacities. (1) According to Snyder’s (2002) hope theory, hope is defined as “a positive motivational state” in which people attempt to achieve the challenging goals and expectations with determination and positive energy, which is referred to as “agency” or “willpower,” and people can find alternative paths to meet goals, which is referred to as the “waypower” or “pathways” (Snyder et al. 1991, p. 287). (2) Self-efficacy suggests that people will be able to execute courses of action successfully once they believe themselves as capable and in control, and it is conceptualized based on Bandura’s (1986) social cognitive theory. (3) Based on attribution theory, optimists as defined by Seligman (1998) are those who interpret positive events in terms of internal, stable, and global factors and attribute external, unstable, and specific explanations to negative events. On the other hand, pessimists would explain positive events in terms of external, temporary, and specific attributes and interpret negative events with personal, stable, and pervasive causes (Seligman 1998). (4) In clinical psychology, resiliency is defined as the phenomenon of positive adaptation in the context of significant risk and adversity (Masten and Reed 2002), drawing from psychoanalytic theory. PsyCap resiliency extends this definition by including the ability to bounce back from challenging events and to go “beyond (resilience) to attain success” (Luthans et al. 2007b, p. 3). The resilience theory submits that resiliency is determined by asset and risk factors (Masten and Reed 2002). Our study considers the role of assets in developing resiliency.

Conceptually, PsyCap is distinguished from other constructs in positive psychology literature: PsyCap exhibits the characteristics of state-like constructs, which are different from trait-like constructs such as “Big Five” personality dimensions or core self-evaluations (Luthans et al. 2007a). This is where our study makes a contribution to the IS literature. Though trait-like constructs have largely been used to explain IS use, to our knowledge, a couple of studies have utilized PsyCap in IS literature. For instance, it is studied in combination with PMT mechanisms in IS security research to examine employees’ protection-motivation behavior (Burns et al. 2017). Nonetheless, most studies surrounding PsyCap have been conducted in organizational context to explore its impact on employee attitude, behavior, and performance (Luthans et al. 2005; Luthans et al. 2007a). This study, in contrast, focuses on individual’s social media usage, thereby extending the theoretical and practical implications of PsyCap. As PsyCap is open to development, it appears interesting to analyze how alteration of level of PsyCap impacts social media users’ satisfaction and deep usage behavior.

**Deep Usage**

The post-adopter phenomenon is characterized by a higher level of IS usage. Initially, users may struggle to use the IS. They would engage in shallow usage while accepting the IS (Hsieh and Wang 2007). The routinization and the infusion of IS become crucial at the post-adopter stage. At the routine stage, users gain experience; they no longer consider the IS usage as new or out-of-ordinary (Saga and Zmud 1994). Deep usage and extended use occur at the infusion stage, in which the IS is used to its fullest potential (Hsieh and Wang 2007). Deep usage is defined as the extent to which features in the IS are used to carry out a task (Burton-Jones and Straub 2006). Earlier, Saga and Zmud (1994) proposed a related concept, extended use and described it as the use of more of the technology’s features to support a more comprehensive set of tasks. Extended use appears to be almost similar to the concept of deep usage. However, extended use measures the breadth of use in terms of the number of features, whereas deep usage indicates the variety of use in terms of the use of features to perform a range of subtasks (Burton-Jones and Straub 2006). Thus, deep usage is a richer measure of system usage than extended use. Though IS literature has called for a deeper understanding of usage (Bagayogo et al. 2014), to our knowledge, there exist limited studies concerning deep usage in the context of social media. In addition, this expanded conceptualization of usage is typically analyzed in the organizational context to study its impact on task performance (Burton-
Jones and Straub 2006; Hsieh and Wang 2007), thereby leaving the scope for studying such conception at individual level outside organizational settings. Given that social media comprise various features for performing different tasks and those are not exploited by all the users, it becomes imperative and interesting to understand the driving factors of individual-level deep usage of social media.

**Relating Satisfaction to Content Creators’ Deep Usage of Social Media**

Drawing on expectation confirmation theory, Bhattacherjee (2001) conceived users’ satisfaction with initial IS use as a salient behavioral determinant at the post-adoption stage. Hsieh and Wang (2007) extended this argument by stating that users’ satisfaction would influence their extended use of IS, which is closely related to our conceptualization of deep usage. Consistent with this, our study contends that once users become satisfied with prior social media use, they would explore various features of social media to accomplish their tasks and enhance their performance, and they would engage in deep usage of social media. Thus, we hypothesize:

**H1:** Content creators’ satisfaction with prior usage of social media has a positive influence on their deep usage.

**Relating PsyCap to Satisfaction**

Prior studies have examined the relationship between individual PsyCap sub-constructs and satisfaction, mostly in organizational context. For example, in a small midwestern factory workers’ hope levels were found to be related to their job satisfaction (Larson and Luthans 2006). Research supports a positive relationship between hope levels and satisfaction for entrepreneurs (Jensen and Luthans 2002), employees, and managers (Luthans et al. 2005; Youssef and Luthans 2007). Studies have also found resiliency, optimism, and efficacy to be associated with satisfaction (Larson and Luthans 2006; Youssef and Luthans 2007). These studies typically consider job satisfaction and argue that people with high level of these four psychological capacities get more satisfaction from their activity. In our context, the job is about creating contents and posting in social media and directly connected to the use of social media. Hence, the content creators’ level of job satisfaction subsumes their satisfaction with social media use.

Extending the previous work on PsyCap hope, we argue that content creators become satisfied with their use of social media when they hope to accomplish their purpose by using social media. Creators who exhibit higher levels of hope can be found to be more satisfied perhaps because through their activity in social media they are enabled to achieve their target, which could be reaching a larger audience (as per five interviewees) or globalizing their talent (as per interviewees 2 and 3). Luthans and colleagues (2007b) argue that the level of satisfaction gets intensified when hope is accompanied by other PsyCap components such as optimism, self-efficacy, and resilience. They illustrate that optimistic employees usually have a positive perspective but when they are efficacious and hopeful as well, they will have the confidence and persistence to achieve the optimistic goals through alternative ways, if necessary, and eventually have higher satisfaction. Getting a larger audience or subscriptions in content communities is not an easy task. So, users scoring high in all PsyCap components would be at advantageous position than those having greater capacity in some of the four components. Therefore, we propose that PsyCap as a higher-order construct will be positively related to content creators’ satisfaction.

**H2:** Content creators’ PsyCap is positively related to their satisfaction with social media usage.

**Relating Network Capital to PsyCap**

**PsyCap Hope**

People exhibit high level of hope when they are strong willed, determined to achieve the goals, and enjoy pursuing the same (Luthans et al. 2007b; Snyder et al. 1991). As managerial support increases employees’ level of hope in organizational context (Luthans et al. 2007b), we argue that the support from viewers will enhance the hope of content creators. This is typically accomplished when the content creators ask for feedback in social media to improve their contents and performance, and obtain relevant and desirable ‘comments’ from the viewers. Research also indicates that hope thinking gets reinforced when people are rewarded and when they can establish a connection between their activity and the acknowledgment they
receive (Luthans 2000; Luthans et al. 2007b). Hence, it creates a positive psychological effect to the creators when they receive positive recognition from the viewers in terms of ‘like,’ ‘share,’ and ‘subscriptions.’ The content creators then become more determined to achieve their target, set off for new projects, and exploit additional YouTube features to create and post better contents with the expectation that their next content will be gladly accepted by the viewers.

**PsyCap Efficacy**

We emphasize general self-efficacy, which can be related to any purposeful activity such as drawing animated cartoons, cooking, photographing, etc. The process of developing self-efficacy can be explained by informational influence (Karahanna et al. 1999) represented by the internalization process of social influence. *Internalization* may occur when the content creators consciously or unconsciously assimilate others’ opinions (in the form of ‘like,’ ‘dislike,’ ‘comments’) and execute their action accordingly. Drawing on the work by Venkatesh and Davis (2000), we argue that if the viewers develop positive attitudes towards one’s creation, the creator will also look upon her own work favorably. PsyCap efficacy is built on observational cognitive processing (Luthans et al. 2007b), in which people learn from relevant others by accommodating their feedback. Thus, through the process of internalization, content creators’ own belief of their capability can be reshaped and reinforced as they go on processing the feedback from the viewers (Wang et al. 2013). For example, in case of blogging, the positive acknowledgement from readers (page view counts) increase bloggers’ self-efficacy (Dean 2010). Hence, positive comments such as “...love your video” or “Great work” on content communities such as YouTube platform will motivate the content creators and influence their self-efficacy positively; as a result they would create contents by incorporating those feedbacks (Xia et al. 2012). One interviewee said that the appreciation she received in the social media platform from the viewers enhanced her confidence that she is a good dancer.

**PsyCap Optimism**

Optimism, by definition, is the feeling that things will turn out well. Optimists attribute different explanations to positive events (e.g., publishing videos, getting positive feedback in YouTube) and negative events (e.g., getting negative feedback). For example, an internal explanation triggered by the positive event could be, “I am good at making origami,” and an external explanation to negative events could be, “My work is yet to be viewed by the right audience.” Similarly, a stable explanation to positive events can be: “My work is going to be appreciated from now on.” An unstable explanation could be: “This time I got negative feedback, but my next video will be a hit.” Lastly, a global explanation may be, “I have good skills in general,” and a local explanation may be, “This specific concept did not work well, but that does not undermine my overall performance.” PsyCap optimism concerns flexible and realistic optimism (Peterson 2000), which can be developed by considering the situation as one of high consensus, high distinctiveness, and low consistency (Luthans et al. 2007b). This is possible by receiving helpful feedback from the network that the person is not the only one who has not met the target (high consensus) and by viewing how the contents of relevant others are perceived by the viewers. In YouTube, many content creators do not have a large number of subscriptions, yet they receive positive comments from their viewers. A realistic evaluation of such situation makes a user think that though she has not attained her subscription target, she has met other performance expectations, such as innovativeness and quality (high distinctiveness). Moreover, by tracking her own past record, she could realize that this is one of the few times that she has not met the target (low consistency). Positive feedback would also help the user learn to appreciate her present, which is another way to develop realistic, flexible optimism. Thus, a user can develop PsyCap optimism by changing a pessimistic explanatory style or “enriching the dimensions of an optimistic explanatory style” (Luthans et al. 2007b, p. 101) through networking and assimilating feedback over social media.

**PsyCap Resilience**

Resilience is the positive psychological capacity to ‘bounce back’ from uncertainty and failure (Luthans et al. 2007b). Content creators may confront with failure, but being socially influenced by other users, they can develop positive coping and resume their activity of publishing contents. Resiliency can be developed applying asset-focused strategy (Masten and Reed 2002). Assets could be human capital, network capital (relationships, networking), and even other PsyCap components—confidence, hope, and optimism (Luthans et al. 2007b). Thus resiliency can be enhanced through formation of shared socio-emotional ties.
from continued exposure and usage of systems (Lin et al. 2014). In the context of long-term usage of systems, individuals revise their prior cognitions (homeostasis) as they perceive any new stimuli (experience) and develop new cognitions (Bhattacherjee et al. 2004). The content creators’ negative psychological thought resulted from failure and uncertainty will get modified as they observe the success stories of other creators over the same social media platform and incorporate relevant suggestions from anyone over the social network. As a result, the content creator will return to the level of homeostasis.

**Network Capital**

Social capital encompasses an individualistic perspective and a collective perspective (Putnam 2000), where the former indicates the resources and advantages gathered by individuals through their social networks (network capital) and the latter indicates the advantages gained from involvement in voluntary organizations (participatory capital) (Wellman et al. 2001). Network capital is characterized by relationships with network members who provide networking benefits in terms of emotional aid, information, and social support (Wellman and Frank 2001). It is further represented by aspects such as a person’s social attributes, network size, support history, network composition, etc. (Wellman and Frank 2001). As YouTube provides networking benefits (Boyd et al. 2007), in this study we conceive network capital to be represented by the number of 'views,' ‘likes,’ subscriptions, and comments that the content creators receive for their posted contents. Taken together, we posit that the recognition, support, and feedback provided by the viewers can help the content creators develop and enhance their level of PsyCap. As the network capital increases, content creators would get more reward, recognition, support and feedback, consequently their PsyCap would increase. Thus, we hypothesize:

**H3a-d:** Content creators’ network capital is positively related to their PsyCap components in terms of (a) hope; (b) self-efficacy; (c) optimism; and (d) resilience.

Figure 2 depicts the proposed research model. The model places network capital in relationship with content creators’ PsyCap level. For a detail analysis, we will test both: (a) the relationship between network capital and PsyCap, as a second-order construct, and (b) the relationship between network capital and each of the four PsyCap components. The figure further shows the relationship between PsyCap and satisfaction, and between satisfaction and content creators’ deep usage of social media.

![Research Model](image)

**Research Method**

Data to empirically validate the research hypotheses will be collected through a survey of content creators. The sampling frame consists of independent YouTube content creators who have already adopted YouTube, and use it to create and publish novel contents on their own. Users who are the sole representative of their YouTube channels are known as independent users. We will outsource the process of conducting an online survey to a market research firm. The firm will be provided necessary instruction along with the survey measures. The questionnaire will be designed to include a screening question to identify the independent YouTube content creators. Along with that, it will collect the channel information from the respondents. This data is going to assist us in triangulating some of their responses. The construct measures are adapted from the prior research. Items measuring deep usage of social media are adapted from Burton-Jones and Straub (2006). Items for satisfaction are adapted from Bhattacherjee (2001). This study refers to deep usage as the extent to which features in YouTube are used to support the tasks of content creators. Satisfaction is users' affect with prior YouTube use. Network capital will be measured based on how content creators value their network structure (e.g., the number of subscriptions, ‘views,’ ‘likes,’ and comments) and how much
support they receive from the viewers. PsyCap is new to the social media literature. Items measuring PsyCap are developed after conducting a focus group discussion with seven doctoral students. The original PsyCap scale by Luthans et al. (2007b) has 24 items, out of which four items are dropped owing to their less IS relevance. The rest 20 items are significantly modified and tailored for the YouTube context by including the activities and goals of the content creators. The measures are yet to be pre-tested and validated before collecting data for the final study.

<table>
<thead>
<tr>
<th>Goals</th>
<th>Challenges</th>
<th>Support from Network</th>
</tr>
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<tbody>
<tr>
<td>To achieve subscriptions (3)</td>
<td>Understanding YouTube channel technical matters (2)</td>
<td>“I feel more confident because people are responding well to my post.” (about efficacy)</td>
</tr>
<tr>
<td>To achieve greater audience (5)</td>
<td>Advertising the contents to reach many people (3)</td>
<td>“I become more determined when I get comments and personal messages from the viewers.” (about hope)</td>
</tr>
<tr>
<td>To entertain others (2)</td>
<td>Creating good contents (2)</td>
<td>“I see others are doing similar type of work. And, they are getting so much appreciation. So I will also reach that level.” (about optimism)</td>
</tr>
<tr>
<td>To globalize talent (2)</td>
<td>Gathering materials (1)</td>
<td>“I do not have technical knowledge. So I am finding difficulties to get viewers. But I am managing that by seeing others.” (about resiliency)</td>
</tr>
<tr>
<td></td>
<td>Time (3)</td>
<td>“Want to learn from others” (giving credence to feedback provided by the viewers)</td>
</tr>
<tr>
<td></td>
<td>Copyright issues (2)</td>
<td>“Viewers expect something interesting from me. So I have to deliver to meet my target.” (a sense of reciprocity)</td>
</tr>
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</table>

Table 1. The Summary of Interviews

As part of the preliminary study, we have conducted five telephonic interviews, each lasting for 20-30 minutes. The summary of the interviews is presented in the Table 1. The first two columns show the number of respondents in the bracket. All five interviewees pursue the goal of achieving a greater audience. All of them perceive the task of creating and publishing YouTube contents as challenging. The third column of interviewees’ statements affirms our view related to H3 that the support the content creators receive from viewers helps them develop PsyCap. We have also collected survey responses from 13 independent content creators regarding their level of PsyCap and satisfaction. Figure 3 shows that the level of satisfaction is high, when the level of PsyCap is high, which is hypothesized (H2) in the research. Figure 4 presents the individual components of PsyCap for 13 respondents. It is not necessary that an individual will score high in all the four components (Luthans et al. 2007b), which is apparent in Figure 4. However, those who score high in all the components are likely to be more satisfied. As part of the final study, the interview transcripts will be coded, the scales will be pre-tested and validated, and then hypotheses will be tested using structural equation modelling approach.

Figure 3: PsyCap and Satisfaction
Figure 4: Four PsyCap Components of Respondents
Discussion, Implications and Future Research

The study emphasizes the dynamic nature of PsyCap, which is subject to alteration. We contend that PsyCap of the content creators could be developed by their network capital. Indeed, viewers play a crucial role in the process of developing PsyCap levels. Because they are the ones who recognize, support, and provide valuable feedback to the content creators. We also state that the increased PsyCap would result in increased satisfaction that the social media platform helps them achieve what they intend to do (per interviewee 1), and the enhanced satisfaction would motivate them to engage in deep usage.

This study contributes to the IS post-adoption literature by offering a new alternative explanation to the deep usage of social media. Also, it would strengthen the beneficial side of social media by bringing its positive consequences in terms of PsyCap. Being a relatively new construct in IS literature, PsyCap has the potential to explain different IS related phenomena. This study would give a direction toward the way social media can generate PsyCap, thereby extending the literature of positive psychology. It has practical implications too as PsyCap can alter stress, job satisfaction, and job performance at workplace (Luthans et al. 2005; Luthans et al. 2007a). The interview data suggests that the social media service providers should provide a good interactive platform and technical knowhow so that content creators attain their target. The trend says that companies attempt to raise their brand awareness through social media advertising. They assist the YouTube content creators by providing some incentives based on their viewers; conditionally, the advertisements get displayed. Then it becomes important to target those users who would use YouTube extensively and to design an effective incentive policy. This study would help them know what factors and features of the platform influence the users’ psychological capital and enhance their deep usage behavior.

Our discussion entails that the content creators’ use of social media could be associated with the market value of these platforms. For example, their increasing and deep usage of social media may result into increased ad clicks. In future, it would be worthwhile to study how content creators can increase market value for the social media platform. Moreover, a high level of PsyCap may influence them in improving the quality of their contents. Future research may explore these possibilities. While the scope of the study is limited to the individual level analysis, it certainly does not rule out the possibility for group or organizational level of analysis in future.

References


